

Press release

The Hague, 13 December 2005

Mobile Photographic Exhibition '*Taal Centraal*' can be seen at the NS railway station in Eindhoven

On Thursday 15 December, the mobile photographic exhibition '*Taal Centraal*' is to be opened at the NS railway station in Eindhoven. It will be opened by Henk, who was formerly barely literate, in the presence of Wim Luijendijk, member of the Provincial Council, Alderman Kuppens from Eindhoven and the regional manager of the Dutch Railways (NS). The exhibition illustrates how people can enjoy language at all different moments in time. For example: reading a newspaper, relaxing at home on the sofa with a book, or simply as a child reading aloud at school. Until International Literacy Day, 8 September 2006, the exhibition will travel between various stations throughout the country.

On International Literacy Day, 8 September 2005, H.R.H. Princess Laurentien of the Netherlands gave the official green light for the mobile exhibition when she revealed the photographs in a celebratory manner at the central station in The Hague. Eindhoven station is the second location where the exhibition can be viewed. It is the first time that such an exhibition has been displayed at stations.

Being able to read and write well is crucial for anyone wanting to function optimally in today's society. The mobile exhibition '*Taal Centraal*' consists of photos of people who are enjoying reading. However, there are many people who cannot share this pleasure. In the Netherlands, 1.5 million people have problems reading and writing. The *Stichting Lezen & Schrijven* hopes that this exhibition will be yet another way of drawing attention to the value of literacy.

Many travellers spend their train journeys reading, studying or working. Each Week, more than 200,000 people travel to and from Eindhoven station by train. The Foundation hopes that this exhibition will be viewed by large numbers of people, including those who lack good literacy skills. The exhibition is the result of cooperation between the NS, PCM publishers and photographer Chantal Spieard @ FotoFormation.

Programme:

12:15: Reception of the guests and the press.

12:30: Reception on the balcony of the hall in Eindhoven station.

Word of welcome from Margreet de Vries, director of *Stichting Lezen & Schrijven*.

Wim Luijendijk, Provincial Councillor responsible for culture, education and social policy, Jacqueline Kuppens, Alderman of Eindhoven responsible for welfare, the environment and social affairs, and Wil Joosten, a regional manager of the Dutch railways, will be presented with three photos by Henk (who learned to read and write as an adult and only wishes to be known by his first name).

Short speech delivered by Provincial Councillor Luijendijk.

Short speech delivered by Alderman Kuppens.

1 p.m.: Tour of the exhibition (with photographer Chantal Speard).

1.30 p.m.: Close.

H.R.H. Princess Laurentien of the Netherlands is chair of *Stichting Lezen & Schrijven*. The Foundation was launched at the start of 2004. The aim of the Foundation is to embed the teaching of literacy skills in society. In so doing it, it distinguishes three main tasks:

1. Creating a market-place in which companies, government bodies, trade unions and other social service organisations come together to learn from each other's experiences.
2. Breaking through the taboo surrounding illiteracy and, by generating publicity, making it a subject of discussion.
3. Starting projects with companies, educational institutions and social service organisations in order to combat low literacy skills collectively; the aim of the projects being to tackle the problems surrounding illiteracy and semi-literacy in as practical a way as possible.

A note for the editorial team, not for publication:

For further information about *Stichting Lezen & Schrijven*, please contact: Sandra van Vianen, 0031(0)70 – 3022660 or 0031(0)6 – 1502 1178 or svv@lezenenschrijven.nl. For further information about the strategy and workings of the Foundation, please refer to: www.lezenenschrijven.nl.